SUBHAYAN MUKERJEE

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ACADEMIC POSITIONS

Research Fellow   Aug 2015 – present
University of Pennsylvania, Philadelphia, PA
Member of the Digital Media, Networks and Political Communication research group.
Member of the Democracy and Information research group.

Research Assistant   May 2019 – Jun 2019
University of Oxford, Oxford, UK
Part of a formal collaboration with the Reuters Institute for the Study of Journalism at the University of Oxford on the use of social media during the 2019 Indian election.

Summer Intern   Jun 2016 – Aug 2016
Harvard University, Cambridge, MA
Worked with the Digital Finance Initiative project at the Berkman Klein Center and helped develop an index of open-ness for financial firms and platforms. Also curated and assembled all Suspicious Activity Reports (SARs) of the FINCEN and put them in a public accessible repository.

EDUCATION

Ph.D. Communication   2020
University of Pennsylvania, Philadelphia, PA
Advisor: Dr. Sandra González-Bailón
Dissertation: News Reading Publics and Audience Fragmentation in a Multi-lingual Political Context: Evidence from Online India (2014-2018)

M.A. Communication   2017
University of Pennsylvania, Philadelphia, PA

M.Sc. (Honours) Mathematics   2014
BITS-Pilani, Pilani, Rajasthan, India

B.E. (Honours) Computer Science   2014
BITS-Pilani, Pilani, Rajasthan, India

REFEREED PUBLICATIONS

Mukerjee, S. & Yang, T. (2020) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook. *Political Communication*, 1-19

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *Journal of Communication*, 68(1), 26-50.

Mukerjee, S. (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356–361.

BOOK CHAPTER

Mukerjee. S. & González-Bailón, S., (2019) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

OTHER PUBLICATIONS Majó-Vázquez, S., **Mukerjee, S**, Ahmed Neyazi T., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet.*

Mukerjee, S. & Majó-Vázquez, S. (2019) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Lab.*

Mukerjee, S., Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.

MANUSCRIPTS IN PROGRESS **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. The Ideological Landscape of Twitter Elites in America. *(under review)*

Mukerjee, S., Yang, T., Stadler, G. & González-Bailón, S. What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News *(under review)*

Mukerjee, S. News Reading Publics in a Multi-lingual Political Context: Evidence from Online India *(working paper)*

Mukerjee, S., Jaidka, L., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment *(in progress)*

Mukerjee, S., Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation *(in progress)*

CONFERENCE PAPERS **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

Mukerjee, S., (accepted) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

Mukerjee, S., & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia

Mukerjee, S., Jaidka, K., & Lelkes, Y. The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia

Mukerjee, S., & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (Conference canceled)

Mukerjee, S., Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science, University of Amsterdam, Amsterdam*, the Netherlands

Mukerjee, S. (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University

of Amsterdam, Amsterdam, the Netherlands

Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.

Mukerjee, S. (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC

Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC

Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL

Mukerjee, S. & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social Science*, Northwestern University, IL

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA

Mukerjee, S. & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA

Mukerjee, S. & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

INDUSTRY EXPERIENCE	**Data Scientist**	Jun 2014 – Jul 2015

INDUSTRY EXPERIENCE

Data Scientist   Jun 2014 – Jul 2015
Abzooba Inc., Kolkata, India
Machine Learning engineer, responsible for conceptualizing, building, and deploying predictive analytics solutions for clients in the US health insurance domain.

Software Engineering Intern   Jun 2013 – Jun 2014
Bravo Lucy As., Hyderabad, India
Developed the server-side of a predictive analytics product for global retail chains.

Software Engineering Intern   Jun 2012 – Jul 2012
Ericsson Global Services, Kolkata, India

Designed and implemented a platform for the company's internal training needs.

TEACHING EXPERIENCE	**University of Pennsylvania**, Philadelphia, PA	
	Understanding Social Networks (TA and Lab Assistant)	Spring 2017
	Media Industries and Society (TA)	Spring 2018

AWARDS AND FELLOWSHIPS

Seed Research Funding Summer Institute of Computational Social Science (SICSS) – Chicago (2019-20) ($1,300)

Student Grant Graduate and Professional Student Assembly, University of Pennsylvania (2019)

Dissertation Research Fellowship Annenberg School for Communication, University of Pennsylvania (2019-2020) ($31,000)

Dissertation Research Fund Annenberg School for Communication, University of Pennsylvania (2019-2020) ($1,700)

Dean's Summer Fellowship Annenberg School for Communication, University of Pennsylvania (2015-2019) (4 x $4,000)

Travel Scholarship National Science Foundation (2018-2019)

Travel Scholarship Northwestern University (2018)

Doctoral Fellowship University of Pennsylvania (2015-2020)

INVITED LECTURES

Human Cooperation Lab Massachusetts Institute of Technology, Cambridge MA	Apr 2020
Computational Communication Research Seminar University of Wisconsin-Madison, Madison WI	Mar 2020
Digital Propaganda and Public Opinion Lecture National University of Singapore, Singapore	Mar 2020
Microsoft Research Seminar Microsoft Research, New York City NY	Jan 2020
The Center for Social Media and Politics New York University, New York City NY	Jan 2020
Media Analytics Lecture Business Analytics Course at Praxis Business School, India.	Dec 2018
Research Methods for a Fragmented Media Environment Graduate Seminar at University of Pennsylvania, Philadelphia PA	Mar 2018
The Communication Research Experience Undergraduate Seminar at University of Pennsylvania, Philadelphia PA	Nov 2017

ADDITIONAL TRAINING

Summer Institute in Computational Social Science *Northwestern University*	Jun 2019

Mediterranean School of Complex Networks	Sep 2017
Universitat Rovira i Virgili, Italy	

Annenberg Summer Institute in Methods & Statistics	Jun 2017
University of Southern California	
Scale Construction	
Critical Studies of Networked Infrastructure	

PROFESSIONAL SERVICE	Manuscript Reviewer for *Public Opinion Quarterly*	Ad-hoc
	Manuscript Reviewer for *Digital Journalism*	Ad-hoc
	Manuscript Reviewer for *PLOS One*	Ad-hoc
	Manuscript Reviewer for *International Communication Association* Computational Methods Division, Political Communication Division	2016-19
	Coordinator, DiMeNet research group, University of Pennsylvania	2016-18
	Committee Member, Annenberg Graduate Student Symposium Committee	2017-18
	Organizing Member, Penn-Rutgers-Princeton Social Epistemology Workshop	2017
	Google Student Ambassador, Campus liaison at BITS Pilani	2012-13
	Coordinator, Computer Science Association, BITS Pilani	2011-12
	Executive Committee Member, Bengali Association, BITS Pilani	2010-11
	Member, English Press Club, BITS Pilani	2009-2013
	Editorial team member, BITS Pilani annual English magazine	2009-13

SKILLSET	**Quantitative Methods:** Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference
	Programming/Scripting: R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, LaTeX, Git, JavaScript (basic).

REFERENCES

Sandra González-Bailón, D. Phil.
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Annenberg School for Communication, University of Pennsylvania
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